

### **Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Original) A method for implementing an information distribution campaign to end users of a data network, the data network including at least one server system associated with a campaign provider, and including at least one client system associated with an end user, the method comprising:

selecting keywords relating a first information distribution campaign;

generating campaign information files which include the selected keywords;

transmitting the campaign information files to the client system;

selecting, at the client system, using the campaign information, specific context of a first document to be marked up, wherein at least a portion of the first document is displayed on the client system; and

performing, at the client computer system, markup operations on at least a portion of said selected specific context.

2. (Original) The method of claim 1 wherein at least a portion of the first document is stored locally at the client system.

3. (Original) The method of claim 1 wherein the first information distribution campaign corresponds to an advertising campaign associated with a first advertiser.

4. (Original) The method of claim 3 wherein the selection of the keywords is performed by the first advertiser.

5. (Original) The method of claim 3 further comprising charging the first advertiser for clicks that the user has performed on keywords which were marked up on the client system.

6. (Original) The method of claim 5 wherein the first advertiser is charged on a cost-per-click basis.

7. (Original) The method of claim 1 wherein the markup operations result in marked up document context which has a visual appearance that different than its initial parsed appearance.

8. (Original) The method of claim 7 wherein the marked up document context includes a link based on information included in the at least one update file.

9. (Original) The method of claim 7 wherein the marked up document context corresponds to keywords selected by a campaign provider.

10. (Original) The method of claim 7 wherein the marked up document context corresponds to keywords selected by an advertiser.

11. (Original) The method of claim 1 wherein the first document corresponds to a web page retrieved from a web site.

12. (Original) The method of claim 1 wherein the first document corresponds to a frame in a web page retrieved from a web site.

13. (Original) The method of claim 1 further comprising displaying at least a portion of the first document to the end user via a browser application.

14. (Original) The method of claim 1 wherein the generating of the campaign information files is implemented at the server system.

15. (Original) A computer program product, the computer program product including a computer usable medium having computer readable code embodied therein, the computer readable code comprising computer code for implementing the method of claim 1.

16. (Original) A system for implementing an information distribution campaign to end users of a data network, the system comprising:

at least one server system associated with a campaign provider; and

at least one client system associated with an end user;

the server system being configured or designed to allow selection of keywords relating a first information distribution campaign;

the server system being further configured or designed to generate campaign information files which include the selected keywords;

the server system being further configured or designed to transmit the campaign information files to the client system;

the client system being configured or designed to select, using the campaign information, specific context of a first document to be marked up, wherein at least a portion of the first document is displayed on the client system; and

the client system being further configured or designed to perform, markup operations on at least a portion of said selected specific context.

17. (Original) The system of claim 16 wherein at least a portion of the first document is stored locally at the client system.

18. (Original) The system of claim 16 wherein the first information distribution campaign corresponds to an advertising campaign associated with a first advertiser.

19. (Original) The system of claim 18 wherein the selection of the keywords is performed by the first advertiser.

20. (Original) The system of claim 18 being further configured or designed to charge the first advertiser for clicks that the user has performed on keywords which were marked up on the client system.

21. (Original) The system of claim 20 wherein the first advertiser is charged on a cost-per-click basis.

22. (Original) The system of claim 16 wherein the markup operations result in marked up document context which has a visual appearance that different than its initial parsed appearance.

23. (Original) The system of claim 22 wherein the marked up document context includes a link based on information included in the at least one update file.

24. (Original) The system of claim 22 wherein the marked up document context corresponds to keywords selected by a campaign provider.

25. (Original) The system of claim 22 wherein the marked up document context corresponds to keywords selected by an advertiser.

26. (Original) The system of claim 16 wherein the first document corresponds to a web page retrieved from a web site.

27. (Original) The system of claim 16 wherein the first document corresponds to a frame in a web page retrieved from a web site.

28. (Original) The system of claim 16 being further configured or designed to display at least a portion of the first document to the end user via a browser application.

Claims 29-43. (Cancelled)